

Rep Order# 7902798 Ver# 1 Status New Traffic Order#  
EC'd Yes

Printed: 09/11/2012 3:51 PM  
Last Received: 09/11/2012 3:47 PM

1 of 3

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) NRCC-NATL REPUB CONG  
Product NRCC DE 2012  
Estimate# 3159  
Buyer KRISTY KOVATCH  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 1554/26/3159  
Flight Dates 10/12/2012 - 10/18/2012  
Hiatus Weeks  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

---CONTRACT COMMENT---

\*\*\*\*\* \* \* \* \* \* NONDISCRIMINATION\*\*\*\*\* \* \* \* \* \* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| Ln  | Day  | Program         | Time   | Len | Dates       | Spots/Week | Rate     | Total Spots |
|-----|------|-----------------|--------|-----|-------------|------------|----------|-------------|
| --- | ---  | ---             | ---    | --- | ---         | ---        | ---      | ---         |
| 1   | F    | TODAY SHW2      | 9A-10A | :30 | 10/12-10/12 | 1          | \$240.00 | 1           |
| 2   | M-TH | TODAY SHW2      | 9A-10A | :30 | 10/15-10/18 | 4          | \$240.00 | 4           |
| 6   | F    | KSL 5 NWS-NOON< | 12P-1P | :30 | 10/12-10/12 | 1          | \$225.00 | 1           |
| 7   | M-TH | KSL 5 NWS-NOON< | 12P-1P | :30 | 10/15-10/18 | 4          | \$225.00 | 4           |
| 11  | F    | KATIE COURIC    | 4P-5P  | :30 | 10/12-10/12 | 1          | \$300.00 | 1           |
| 12  | TU-W | KATIE COURIC    | 4P-5P  | :30 | 10/16-10/17 | 2          | \$300.00 | 2           |
| 15  | M-TH | KSL 5 NW TDY 1  | 5A-6A  | :30 | 10/15-10/18 | 4          | \$75.00  | 4           |
| 16  | F    | KSL 5 NW TDY 1  | 5A-6A  | :30 | 10/12-10/12 | 1          | \$75.00  | 1           |

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| Station    | KSL-TV SALT LAKE CITY    |       | Agency                                   | NATIONAL MEDIA RESEARCH PLANNING     |               | Rep Firm         | WASHINGTON<br>) JAMIE ANDRUS    |              |
|------------|--------------------------|-------|--|--------------------------------------|---------------|------------------|---------------------------------|--------------|
| Advertiser | ( ) NRCC-NATL REPUB CONG |       | 815 SLATERS LANE<br>ALEXANDRIA, VA 22314 | Sales Office (                       | Salesperson ( |                  | Salesperson Phone# 202-872-1155 |              |
| Product    | NRCC IE 2012             |       | Agency C/P1/P2/E 155/426/3159            | Flight Dates 10/12/2012 - 10/18/2012 |               | Salesperson FAX# |                                 | Hiatus Weeks |
| Estimate#  | 3159                     | Buyer | KRISTY KOVATCH                           | Program                              | Time          | Len              | Dates                           | Spots/Week   |
| Phone#     |                          | Fax#  |  | Day                                  | -----         | -----            | -----                           | -----        |
| 19         | F                        |       | KSL 5 NW TDY 2                           |                                      | 6A-7A         | :30              | 10/12-10/12                     | 1            |
| 20         | M-TH                     |       | KSL 5 NW TDY 2                           |                                      | 6A-7A         | :30              | 10/15-10/18                     | 4            |
|            | Rating: 2.1              |       |  |                                      |               |                  |                                 |              |
|            | Rating: 2.1              |       |  |                                      |               |                  |                                 |              |
| 24         | F                        |       | TODAY SHW                                |                                      | 7A-8A         | :30              | 10/12-10/12                     | 1            |
|            | Rating: 2.8              |       |  |                                      |               |                  |                                 |              |
| 25         | M-TH                     |       | TODAY SHW                                |                                      | 7A-8A         | :30              | 10/15-10/18                     | 4            |
|            | Rating: 2.8              |       |  |                                      |               |                  |                                 |              |
|            |                          |       | Buyline Comment: 1/DAY                   |                                      |               |                  |                                 |              |
| 29         | SU                       |       | SUN TODAY-NBC                            |                                      | 7A-8A         | :30              | 10/14-10/14                     | 1            |
|            | Rating: 1.0              |       |  |                                      |               |                  |                                 |              |
| 30         | SU                       |       | MEET PRESS-SUN                           |                                      | 8A-9A         | :30              | 10/14-10/14                     | 1            |
|            | Rating: 1.9              |       |  |                                      |               |                  |                                 |              |
| 31         | TU                       |       | TONITE SHW                               |                                      | 1035P-1137P   | :30              | 10/16-10/16                     | 1            |
|            | Rating: 3.2              |       |  |                                      |               |                  |                                 |              |
| 32         | SA                       |       | SPORTS BEAT SAA<                         |                                      | 1035P-1105P   | :30              | 10/13-10/13                     | 1            |
|            | Rating: 2.3              |       |  |                                      |               |                  |                                 |              |
| 33         | F                        |       | KSL 5 NWS-10<                            |                                      | 10P-1035P     | :30              | 10/12-10/12                     | 1            |
|            | Rating: 6.0              |       |  |                                      |               |                  |                                 |              |
| 34         | W                        |       | KSL 5 NWS-10<                            |                                      | 10P-1035P     | :30              | 10/17-10/17                     | 1            |
|            | Rating: 6.0              |       |  |                                      |               |                  |                                 |              |
| 35         | SA                       |       | KSL 5 NWS-10                             |                                      | 10P-1035P     | :30              | 10/13-10/13                     | 1            |
|            | Rating: 5.0              |       |  |                                      |               |                  |                                 |              |

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| Station | KSL-TV SALT LAKE CITY | Advertiser      | ( )NRCC-NATL REPUB CONG | Agency               | ( )NATIONAL MEDIA RESEARCH PLANNING | Rep Firm           | Rep Firm         |
|---------|-----------------------|-----------------|-------------------------|----------------------|-------------------------------------|--------------------|------------------|
| Product | NRCC IE 2012          | Estimate#       | 3159                    | 815 SLATERS LANE     | Sales Office (                      | Sales Office (     | Sales Office (   |
| Buyer   | KRISTY KOVATCH        | Phone#          | Fax#                    | ALEXANDRIA, VA 22314 | Salesperson (                       | Salesperson (      | Salesperson (    |
| Lin     | Day                   | Program         |                         | Agency C/P1/P2/E     | 155/426/3159                        | Salesperson Phone# | Salesperson FAX# |
|         |                       |                 |                         | Flight Dates         | 10/12/2012 - 10/18/2012             |                    |                  |
|         |                       |                 |                         | Hiatus Weeks         |                                     |                    |                  |
| 36      | F                     | GAME DAY LIVE   |                         | 630P-7P              | :30                                 | 10/12-10/12        | 1                |
| 37      | F                     | DATELINE FR-NBC | Rating: 1.7             | 9P-10P               | :30                                 | 10/12-10/12        | 1                |
| 38      | SU                    | SNF             | Rating: 6.4             | 615P-930P            | :30                                 | 10/14-10/14        | 1                |

---REPORT TOTALS---

Report Totals: 38 / \$25,360.00

---SALES MONTHLY TOTALS---

Oct 12: 38 / \$25,360.00  
Sales Totals: 38 / \$25,360.00  
Station Totals: 38 / \$25,360.00  
Lines not sent/rclrd/rtrn: 0 / \$0.00

---COMPETITIVE---

| Market Totals | CABL | KJZZ | KSL | KSTU | KTVX |
|---------------|------|------|-----|------|------|
| \$31,700      | 0%   | 0%   | 80% | 0%   | 0%   |
|               | KUCW | KURV | NSL | UNKN | 20%  |

Books null  
Demos RA35+